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## SCAG Local Profiles

### WHAT ARE LOCAL PROFILES?

The Local Profiles are planning data reports prepared for each city, unincorporated area of the county and entire county within the SCAG Region. They provide current and historical demographic, socio-economic, housing, transportation and education data, gathered from a variety of sources. The information is presented to demonstrate current trends that may assist local governments with their community planning and outreach efforts; help companies with their expansion or relocation decisions; help residents learn more about their communities; and serve as a resource to academia. The current reports focus on changes since 2000.

The profiles are a complimentary service provided to SCAG members, including almost 191 cities and 6 counties (Imperial, Los Angeles, Orange, Riverside, San Bernardino and Ventura).

### BACKGROUND

The inaugural Local Profiles, developed with extensive input from member jurisdictions, were released at the SCAG Regional Conference and General Assembly in May 2009 and have been well received. The Local Profiles provide a quick resource for local data and analysis. The 2011 Local Profiles, released at the General Assembly in May 2011, have several new features including the incorporation of new Census data, new profiles for entire counties in addition to unincorporated areas, new Transportation Section, and regional highlights to reflect impacts of the recession.

### WHAT ARE LOCAL PROFILES USED FOR?

Local Profiles have served as information and communication resources for elected officials, business and residents. Local staff has used them to respond to various information inquiries about the growth and change of local jurisdictions. Local Profiles have also been used in, for example, community planning and outreach, visioning initiatives, economic development, grant applications and marketing and promotional materials.

### HOW TO GET THE LOCAL PROFILES?

SCAG released its 2011 Local Profiles to member jurisdictions at its General Assembly in May 2011. Local Profiles are also posted on the SCAG website at [www.scag.ca.gov/resources/profiles.htm](http://www.scag.ca.gov/resources/profiles.htm)

### FOR MORE INFORMATION

Please visit the SCAG website at [www.scag.ca.gov](http://www.scag.ca.gov) or contact Ping Chang at (213) 236-1839 or via email at [chang@scag.ca.gov](mailto:chang@scag.ca.gov).

## LOCAL PROFILES AT-A-GLANCE

### Categories

- ▼ Population- growth, age distribution, ethnic composition
- ▼ Households- household size, household income distribution
- ▼ Housing- home price, building permits
- ▼ Transportation- mode choice, commute time
- ▼ Employment- jobs by sector, average salary per job
- ▼ Retail Sales- retail sales per person
- ▼ Education- school enrollment

### Data Sources

- ▼ California Department of Finance
- ▼ California Employment Development Department
- ▼ California State Board of Equalization
- ▼ Construction Industry Research Board
- ▼ MDA DataQuick
- ▼ National Center for Education Statistics
- ▼ Nielsen Co.
- ▼ U.S. Census Bureau